

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Honours in Accounting (Semester VII) Examination –
October, 2021

ACT 4221 - Corporate Social Reporting

Two (02) Hours

Answer any Four (04) Questions

This is an Open Book Examination

This Paper Consists of Five (05) Questions Printed on Four (04) Pages

1. Answer the following questions based on the Sustainability Report 2019 of INSEE.
 - i. Explain the sustainability strategies, and initiatives that have been implemented during the period covered under the report.

(07 Marks)
 - ii. Briefly explain the contribution for sustainable development.

(05 Marks)
 - iii. Describe the contribution for sustainable development goals.

(08 Marks)
 - iv. Identify five (05) major stakeholder categories, and outline stakeholder engagement process of those selected stakeholder categories.

(05 Marks)

(Total 25 marks)

2.
 - i. “Sustainability reporting is now widely recognized by stakeholders as a critical component of corporate reporting”. Comment on this statement.

(10 Marks)

 - ii. Discuss the Global Reporting Initiatives (GRI) and its applicability for the preparation of CSR/Sustainability Reports.

(08 Marks)

- iii. “Although, a majority of corporate entities in Sri Lanka produce Sustainability/CSR Reports, the real intentions for corporate entities to produce such reports are not evident”.

Justify this statement based on the Institutional Theory Perspective.

(07 Marks)

(Total 25 marks)

3. i. “Many off-the-shelf or universal policies, such as the Global Compact, give organizations good direction for their sustainability journey; however, most of these policies provide overarching principles that should be customized to the organization’s specific stakeholder needs.”

Elaborate on this statement explaining how organizations manage diverse stakeholder desires and needs.

(10 Marks)

- ii. Discuss the areas of environmental sustainability, where the Management Accountant may get involved in integrating sustainability into corporate strategy, values and aspirations.

(10 Marks)

- iii. Explain briefly the concept of ‘Green Cradle-to-Grave Approach’.

(05 Marks)

(Total 25 marks)

4. i. Explain the steps associated with conducting an environmental audit of an entity.

(12 Marks)

- ii. Discuss how an organization may apply PDCA (Plan – Do – Check – Act) Model to ensure that environmental issues are systematically identified, controlled and monitored in accordance with its environmental policy.

(08Marks)

- iii. What do you mean by an ‘emission trading scheme.’

(05 Marks)

(Total 25 marks)

5. Answer the questions below drawing specific information from the case study, **Marks & Spencer's Plan A**.

Marks & Spencer's Plan A

In 2014 Marks & Spencer launched 'Plan A' 2020 with over 100 social, environmental and ethical commitments towards the goal of being the world's most sustainable major retailer. This was a development of their original 'Plan A', first published in 2007.

The Marketplace:

Marks & Spencer (M&S) work closely with their suppliers to address human rights, environmental and ethical matters. The M&S Global Community Plan addresses a wide range of environmental and social needs in the communities where they source products. This includes participation in a wide range of collaborative programmes such as Emerging Leaders which provided leadership skills training for more than 2,000 people in Kenya and South Africa.

All M&S tea and coffee has been certified by the Fair-trade Foundation since 2006. The palm oil used in M&S products is covered by Roundtable for Sustainable Palm Oil certification. 42% of the cotton used by M&S comes from the Better cotton initiative, Fair-trade or organic sources. 99% of the wood used by M&S is FSC certified or from others sources that protect forests and communities. M&S wild and farmed fish comes from the most sustainable sources available.

M&S food is made without Mono Sodium Glutamate (MSG), hydrogenated fats and artificial colours and flavouring.

The Environment:

In addition to ethically sourcing their products, M&S implements good environmental practices in their stores, offices and warehouses. M&S is also the world's only carbon neutral retailer, emitting zero net carbon emissions from all its stores, warehouses, offices and delivery fleets since 2012. Energy efficiency has been improved across its combined UK and Republic of Ireland operations by 39% against 2007. All M&S operated stores in the UK and Republic of Ireland (ROI) also use 'green' tariff renewable electricity.

As of 2016 in the UK and Republic of Ireland waste has been reduced by 31% (against 2008/09) with 100% of waste recycled (nothing sent to landfill) and water consumption

has been reduced by 31% (against 2006/07). Marks & Spencer enables its customers to donate unwanted clothes for re-use and recycling through their Shopping partnership with Oxfam.

(Extracted and adapted from: <http://www.csrhub.ie/csr-case-studies>)

i. State the global sustainability development goals which are being adhered to by 'Marks & Spencer.'

(04 Marks)

ii. Identify key global trends in sustainability reporting in the context of the case study company.

(04 Marks)

iii. Explain how 'Marks & Spencer' may initiate an organizational carbon performance measurement system in achieving their carbon neutrality objective.

(05 Marks)

iv. Discuss with examples how 'Marks & Spencer' is complying with pillars of sustainability.

(12 Marks)

(Total 25 marks)
